

## **Historic, Archive Document**

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# African Violets Are Easy To Grow the Virdans Way



AFRICAN VIOLETS like a friable soil, rich in organic matter, lots of humidity in the air around them and little or no direct sunlight. Contrary to the belief of many growers, they show no preference for north windows or south windows, but do well in any window if not in direct sunlight. It likes warmth and will not blossom if the temperature drops below 65 degrees.

Many people lose their valuable plants because they water them too often. Crown rot is a fungus which attacks the crown of the plant and is stimulated by overwatering. Water your plants by setting them in a bowl of water. When the soil at the top of the pot feels wet, take the plant out of the water and do not water again until the soil feels dry. Always water the plants in the morning.

Violets grow well in any kind of Pot. We do not use any stones in the bottom of the pots. When transplanting or placing plants received from Virdans Farms (we do not ship in pots) set the plant well down in the soil so that the crown of the plant is just a little below the top of the soil. Pack the soil around the roots firm, but not too tight. For small plants use a 2 1/4 inch pot. For larger plants use a 3 inch pot. If your plants are in too big a pot the roots will develop at the expense of the leaves and blossoms. The 4 inch wick-fed pots which we sell and recommend for African Violets, are not too large for the 3 inch pot-size plants we ship. They are much too large for the smaller plants.

There are many insect pests that attack African Violets, and we have found the one insecticide which will control them all. We include the insecticide and a package of Soil-ene in our First Aid Kit. It is better to spray your plants with this insecticide once every two or three weeks than to wait for the insects to attack them. The insects won't come near a plant if you follow this preventive program. Virdans First Aid Kit for African Violets costs only \$3.00, and it is insurance against loss of valuable plants.

Now we come to HUMIDITY. If you have an African Violet planted in Virdans' Magic Soil, and fed with Virdans' Plant Tonic, and it does not bloom all the time, the reason is bound to be lack of humidity. If you can't increase the moisture in the air of the room where you have the plants, try this way of giving them the humidity they must have to bloom freely.

Plants that refuse to blossom — or those which develop buds, only to have them drop off — usually can be brought quickly into bloom this simple way.

The next time the plant needs watering, set the pot in a large bowl and then pour hot, steaming water into the bowl. Pour in enough water to bring it half way up to the top of the pot. Let the pot set there until the soil in the pot is wet through. Then lift the pot out. Set a small bowl in the center of the big bowl. The small bowl must be high enough to keep the water out of it. Set the plant in the small bowl. The plant is now on a dry "island" and completely surrounded by water. The soil will gradually dry out, but the water around it will provide the plant with the humidity it needs to blossom freely. When the water has evaporated, fill the big bowl with steaming water again . . . BUT KEEP THE

SMALL BOWL DRY. Let the soil get thoroughly dry before setting the plant in the water again. Over-watering is apt to bring on Root Rot.

Feed the plant regularly with Virdans' Plant Tonic . . . and your violets will repay you with an abundance of flowers.

## DIRECTIONS FOR REPOTTING VIOLETS

1. Water plant a day ahead.
2. Have ready, pots and dirt. Young plants require 2 1/4-inch pots and then as they grow, 3-inch pots and so on, adding inch each transplanting. Older and larger plants - larger pots.
3. Turn plant out of pot and gently loosen soil ball so that each crown can be torn or cut from the others with an ample supply of roots. Do this carefully to avoid breaking too many leaves. All broken leaves can be used in propagating new plants.
4. Violets prefer a rather loose and moist soil so do not pack too firmly. Avoid burying the crown; but set it well down into the soil.
5. Water thoroughly from bottom, using Virdans' Plant Tonic as directed. Do not fertilize again for two weeks.

## PROPAGATING LEAVES:

1. Water - Drop leaf into a small glass of water and leave until roots form. Then pot in Virdans' Soil. This water should be boiled before using to prevent damping off. To hold leaf up out of water, cover top of glass with wax paper and hold in place with a rubber band around glass. Punch holes in top and slip leaf stem into water.
2. Plant leaves with stems covered one-half inch or more in pot or tin can with drainage holes. Use sand, peat moss mixed with sand, sphagnum moss kept damp or this African Violet Soil. Do not over-water, just slightly damp for the first couple weeks, then water when needed. If a leaf is accidentally broken without any stem, root it the same way.

## VIRDANS MAGIC SOIL for African Violets

We prepare this soil for our own use — and our plants love it! It's a scientific blend of organic materials — sun-cured and sterilized with Soil-ene. Your plants will quickly respond to this soil and repay you with more and larger blossoms

GOOD FOR ALL HOUSE PLANTS  
ESPECIALLY BEGONIAS

Package	\$1.25 postpaid
2 Pkgs	\$2.25 postpaid
5 pkgs	\$5.00 postpaid

**VIRDANS FARMS**

BOX 123-0

**PHELPS, N. Y.**

# Choice New Varieties of Virdans' African Violets

*Great Big, full - grown plants in full bloom  
Ready to be sent to you by insured mail !*

We handle nothing but quality plants and only those varieties which come true in propagation. Every plant is true to name and in our opinion the most beautiful plants to be had anywhere. We ship plants all over the United States by insured mail and they usually get to you "greenhouse fresh". If they are damaged we replace them. You always get your money's worth at Virdans Farms. It's a safe place to trade, because you must be satisfied! Try ordering just one plant and then compare it with what you have received before by mail and you'll see why Virdans Plants win most prizes at shows.

**\$3.50 EACH POSTPAID**

**2 FOR \$6.00 - 4 PLANTS \$10.00**

## *New Doubles*

ORCHID SUNSET (Double)

DARK AZURE BEAUTY (Double)

LIGHT AZURE BEAUTY (Double)

DOUBLE SEA GIRL (Sea Blue)

DOUBLE NEPTUNE (Purple)

## *New "Girl" Varieties*

SNOW GIRL - Pure White

PINK GIRL - Lovely Shade of Pink

VELVET GIRL - Two-tone Maroon

BRONZE GIRL - Beautiful Foliage

PURPLE GIRL - Deep Color

## *Our Best Sellers*

LADY GENEVA - Blue With White Edging

SNOW PRINCE - Pure White

WHITE BEAUTY - White - Blue Center

PURPLE PRINCE - An Old Favorite

PINK BEAUTY - Best Seller

VIOLET GLOW - Red-backed Leaves

RED KING - Nearest To Red Of All

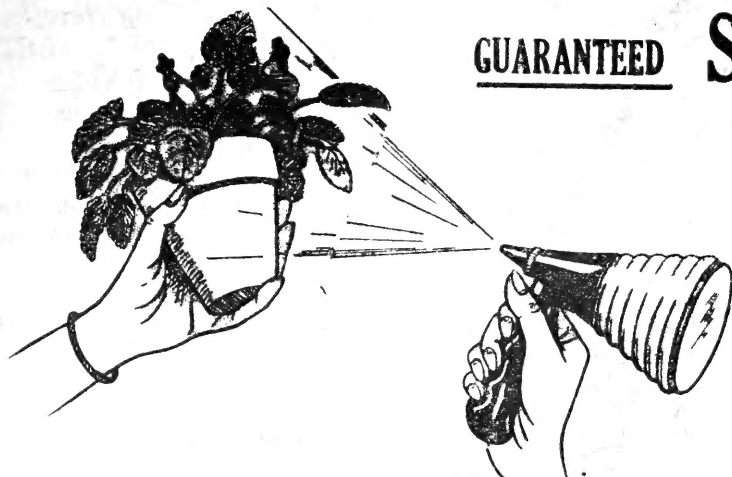
GORGEOUS BRONZE - Bi-colored Beauty

MOTTLED BLUE AND WHITE - A Novelty

BLUE WONDER - Prettiest Blue Of All

**ORDER TODAY — PLANTS SHIPPED ALL WINTER IF NOT TOO COLD**

*All of the plants listed are either in full bloom or full of buds ready to bloom when you receive them. They are mature plants of strong and vigorous stock and will keep blooming the year round if you follow our directions on how to grow African Violets.*



**GUARANTEED**

# **SURE DEATH to MEALY BUGS**

**and all other insects  
that attack**

**African Violets**

## **Virdans First Aid Kit**

You need no longer worry about what to do when your African Violets are attacked by such pests as aphids, leaf hoppers, thrips, mealybugs, plant lice, red spiders, cyclamen and African Violet mites. With this new First Aid Kit and the complete instructions that come with it, you can start treatment at the first sign of infection — you can save plants that you would otherwise have lost. And saving just one of your valuable plants will more than pay the small cost of the kit. One kit will last for months, give your plants real protection. Refills available when you need them.

*Easy To Use*

**\$3.00 Postpaid**

*No Wasted Spray*

## *An Exciting* **NEW PLANT TONIC**

*Specially Prepared*

*for African Violets by Virdans Farms*

This new Plant Tonic is the result of three years of experiment. Its a high-formula, completely soluble mixture with all the chemical and mineral elements blended in just the right amounts to give African Violets the urge to blossom quickly.

Its the only Plant Food prepared especially for African Violets — once you see the amazing results of this Plant Tonic you'll never be without it.

**Package: \$1.25, postpaid**

**"A LITTLE GOES A LONG WAY"**

## **WINDOWSILL GREENHOUSE**

*for Quick Propagation  
of African Violet Leaves*

A clear plastic, cover-hinged, vented top on a red or green base - molded of heavy Styrene 5½x7½x5 in. high. Fill base with Vermiculite - stick in the leaves - wet with a solution of Virdans Plant Tonic and water - and then forget them for a week or so. Another feeding of Plant Tonic and you'll be surprised to see young plants weeks before you expect them.

**1 Greenhouse**

**1 package Vermiculite**

**1 package Plant Tonic**

**All 3 items — \$5.00 postpaid**



# Self-WATERING



## WIK - FED FLOWER POTS 7 LOVELY COLORS

Lavender      Yellow  
Green        White  
Red          Pink  
Bronze with Bronze Base

**JUST RIGHT for AFRICAN VIOLETS**

Attractive flower pots of colorful Styron. High Lustre black base has in it a scientific type of sub-irrigation wick. Water in the reservoir base keeps roots of plant scientifically moistened. Plants may be left for days without care and without worry. The smooth graceful lines will be harmonious in any home or office.

**PRICES: \$1.15 each, Postpaid —**

**3 Pots for \$3.25; 6 Pots for \$6.00**

**Something New !  
AFRICAN VIOLET  
NOTE PAPER**  
Styled by Gibson!  
10 Cards, 10 Envelopes - cut-out style. 50c postpaid  
Regular style - 20 cards 20 envelopes (4 designs) \$1.00 postpaid

**African Violet Wrapping**  
To make your gifts beautiful - get this new African Violet Wrapping Paper - styled by Gibson.  
8 Sheets For \$1.00, postpaid

**Plastic Watering Cans**  
Comes in red, yellow and green with flower decoration on front. Great for bathing your violet leaves.  
**\$1.50 Postpaid**

### SQUARE PLASTIC POTS

**Drainage Base                      2 for \$1.25**  
**In Blue, Red, Yellow, Bronze, Black**

### A New Idea — GENIE PLANTERS

**Plastic Pots for 2 plants      \$2.00 each**  
**Bronze with Black Base and Trim**

**Guaranteed To Make African Violets Bloom !**

## African Violet Humidity Bowls

Read about the Humidity Bowls on page one—how quickly they bring African Violets into bloom. We offer colorful Plastic Bowls in green, yellow and red — one large bowl, one small bowl. A real decoration for your table and guaranteed to make Violets bloom!

**1 Set of Bowls (1 large, 1 small \$1.50 postpaid)**

**Six Sets of Bowls, \$6.00 postpaid**

# Virdans Farms

**African Violet Specialists**  
**Box 123-0, Phelps, N. Y.**

ORDER BLANK

# VIRDANS FARMS

AFRICAN VIOLET SPECIALISTS

BOX 123

PHELPS, NEW YORK

Date.....

Ship to (Name) .....  
(Write or Print Plainly)

Street and Number..... P O. Box..... R. D.....

Post Office..... State.....

Quantity	Name of Variety	Total

USE OTHER SIDE FOR CORRESPONDENCE AND INSTRUCTIONS

